



Animation Source Materials Package Guidelines

2023

v1

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Introduction

This document provides guidelines for internal and external productions to deliver animation source materials for Nickelodeon Animation and Paramount Global for the preservation of Nickelodeon Animation's legacy, as well as accessibility of assets for reuse by franchise projects and other lines of business.

This document expands on the [Paramount Nickelodeon Kids & Family : Post-Production Guidelines](#) section 4.8.15 – Episodic Animation Assets Package. This document will apply to both series, features, and special animation projects.

The Nickelodeon Archives and Library team collaborates with the production, vendor studios, Animation Technology, and the NPPO groups to ensure that animation source materials are delivered completely and in a timely manner. This ensures that assets are available for other lines of Paramount Global businesses, including, but not limited to, consumer products, games, promos, and experience.

Failure to comply with these guidelines will result in delay of payment to production and its vendor studio partners.

Please note that the archives department, productions, Network Post Production Operations (NPPO) and executive teams will collaborate to determine the scope of materials that will be required for preservation for each production.

The types of materials considered source materials, include, but are not limited to :

- Animatics
- Animation Library
- Assets and all their components (models, rigs, textures) for characters, props, sets, and environments. Along with any files used to author and create those components (look, models, rigs, surfacing, textures, etc.) and any files used to author or create shot data).
 - Character Assets, which include the model, rig, textures, fur grooms, simulation setups, and all reference and supporting files (nuke files, etc)
 - Environment Assets and Props, which include the model, any rigging, textures, and all reference and supporting files
- Documentation about production, production workflows, software requirements, and any documents that will ensure the assets are accessible and usable for other lines of business for Nickelodeon and Paramount Global
- Design files – layered - (e.g. PSDs, jpg, png and other image formats or materials)
- Development materials, including,
 - Any creative style guides, for example, Design Style Guide, Animation Style Guide, Cinematography and Camera Style guide, and Lighting Design Style Guide
 - Show Bibles
 - Rough design work – character, set, location
- Scene files, episodic or feature, including all referenced files
- Locked screener, with burned-in scene file overlay
- Motion capture files and reference videos
- Press Art and materials

- Screening materials, applicable to movies and similar projects
- Scripts
- Storyboards and project files
- Stop Motion puppets and related materials at discretion of archive team
- Live Action, related to animation IP
 - Principal character(s) wardrobe (e.g. Josh's striped shirt)
 - Iconic Props (e.g. Luna Loud's guitar)
- Unreal Engine files and related materials
- USD Files
- Related material that is used to create a show

**Please refer to the [Paramount Nickelodeon Kids and Family Post-Production Guidelines](#) for more information related to network deliveries.

NOTE: The assets must be delivered to Nickelodeon without any dependencies to any proprietary software, workflow, or process that is utilized at the vendor studio.

Delivery Schedules

Delivery schedules vary depending on the type of production. Series, MFT (Made For TV), SVOD (Streaming Video On Demand), Theatrical, and Tentpole affect the cadence of archival deliveries.

Episodic/Series

A delivery schedule will be drafted based on the episodic delivery dates listed on a production's delivery schedule to the NPPO Group.

- **Scene files** should be delivered 2-3 weeks after the episode is locked and delivered to NPPO or if it is a feature, after the feature is locked and delivered to network.
- **Asset Rigs and other materials** are to be delivered at the wrap of production or season and after the last episode is delivered to NPPO.

Feature/Movies

A delivery schedule will be drafted according to the production's schedule and dependent on when assets are final and locked.

In addition to the animation source materials, features and movies will also archive screening materials. This includes, but is not limited to:

- Sequence List with timings
- Conform Script
- Screener movie file

Delivery dates can be adjusted as needed to ensure archival deliveries do not interfere with production delivery schedules.

Assets and Specifications

The Nickelodeon Archives and Library team, who handle animation source material deliveries, will reach out to production and vendor studio to discuss the production, as well as, to complete the [NAS Animation Source Materials Intake Form](#).

A MediaShuttle portal will be created for the delivery of materials.

NOTE : Burbank-based productions, the Production and Archives teams will work together to ensure materials are being delivered in a timely manner and is complete at the end of season. The delivery portal will be located on the production's server to minimize number of locations for delivery.

In addition, of the Burbank-based production is a CG-based show, production will utilize the tools created by AnimTech to package scene files and assets for archiving and will manage the archiving of assets.

Timeline and Asset Type

A. Delivery during production at 2 week intervals

Type	Format
Scene Files – episode or feature	Maya, Harmony, Flash, etc. files packaged with all related elements, including compositing file from Nuke, AE, etc.) preferable zipped. - *.zip Include a manifest of files in .xlsx or .csv format. Sample file name format for zipped animation scene : If a series : [Prod]_[Ep#]_[Scene#] eg LDH_166A_166_001.zip If a feature or special: [Prod]_[Seq#]_[Scene#]
Production Artwork	BG psd or psb files
Inventory List of assets being packaged and delivered	Preferred *.xlsx or *.csv

B. Delivery at wrap of production

Type	Format
Animation Library – e.g. walk cycles or frequently used sequences	Files should be packaged with all related elements. *.zip
Assets (FINAL) e.g characters, props, sets	Assets <ul style="list-style-type: none"> Files should be packaged with all textures and related elements and dependent files Include *.obj file OR *.png reference image of asset For Environment/Set assets: Sets should include all props referenced in the set and all source images referenced by the set or its props <ul style="list-style-type: none"> The mel workspace file for the project
Design Files (digital or analog) - e.g. painted boards, character art, etc. ** BURBANK-BASED ** archive assets as your complete an episode	Digital: Layered *.psd, *.psb, *.jpg, *.png Analog: mixed media depending on type of production
Development assets	Digital: *.docx, *.pdf, *.psd, *.jpg, Physical: Sample of sketches or other related design materials
Documentation - scripts, with directional cues - software requirements - show bibles - taxonomy and controlled vocabulary - production-related materials	Digital: *.docx, *.pdf, *.xls, *.csv
Live Action (Animation-IP) wardrobe - sample of principal wardrobe that is representative and iconic to the series - principal prop(s) that is representative and iconic to series	Mixed media to be boxed and delivered to Burbank location for preservation Include manifest of assets being sent (*.xlsx or *.csv) should include Production Name, Asset Name, materials, Artist(s) names, date of creation, vendor name
Locked Screener with scene overlay *see Appendix*	*.mp4 or *.mov HD 23.98 1920 x 1080

Motion Capture	Zipped motion capture project files Reference *.mov or *.mp4 file – h2.64 1920x1080 Manifest of files - *.csv
Plug-Ins for Final Asset Rigs	Any plug-in or other additional software required for rigs and scene files
Press and Marketing Materials	Layers image files
Screening materials for movies	Sequence Typing Documentation Script Iterations of movie that is screened
Stop-Motion assets - puppets - sample of principal props - hi-res photo of set for reference	Mixed media to be boxed and delivered to Burbank location for preservation Include manifest of assets being sent (*.xlsx or *.csv) should include Production Name, Asset Name, materials, Artist(s) names, date of creation, vendor name
Unreal Engine	Zipped project file and related documentation
USD Files	Universal Scene Description file format that encodes data for the purpose of data interchanging and augmenting between digital content creation applications.

FINAL NOTE

Each production is different and asset types can vary, the Nickelodeon Archives and Library team strives to preserve materials relevant to each production to ensure that a production's history and assets are archived and preserved for current and future use.

For more information or questions, please reach out to NAL_Deliveries@nick.com

APPENDIX

Locked Picture with Scene Overlay : A screener of the final approved episode or special with the scene number and segment information overlaid on screen. Used for when animation scenes are requested for reuse.

Examples:

